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CENTRE

FOOD PROCESSING DEVELOPMENT CENTRE

Company Focus

Heaven Scent Foods Inc.

"Homework, luck, hard work and help from the Food Processing Development Centre . . ."

"When I was in grade six," says Ron Beaudette, "I used to raid my mom's freezer and sneak out her cinnamon buns. I'd eat an entire bag at one time, and sometimes I took them to school." Had Delores Beaudette known about her young son's schemes, she might have expanded her own small business to supply friends and relatives with her delicious buns. Now, she's a shareholder in the company, Heaven Scent Foods Inc., that makes over 20,000 cinnamon buns each week for a rapidly expanding demand.

Heaven Scent's success story started several years ago. Ron and his wife Connie developed a business plan, then built a kitchen in the basement of their home from which they could sell Delores' buns at the St. Albert Farmers' Market. "Our first day was kind of embarrassing," he says now. "We arrived in our old pick-up with 235 individually packaged buns, two old tables and two sheets. We felt out of our league, but we sold out in an hour and a half." The next week they took 300 buns and the week after, 350. "All summer, Connie and I came home from work every night and made two

or three batches of buns to sell at the Saturday market."

Customers started asking where else they could buy the Beaudette's cinnamon buns. Ron and Connie opened two kiosks in St. Albert. "When we did that," says Ron, "we couldn't work from our home kitchen because it wasn't licensed or inspected."

Connie noticed that the bakery in the local Super Valu wasn't being used. "I suggested to Ron that we should ask to rent their space," Connie says. So the Beaudettes leased the Super Valu store. "Staff members asked for samples and in late 1995, we got a listing in the store," Ron says. "We needed retail packaging and help to scale up. That's when we turned to the Food Processing Development Centre for guidance."

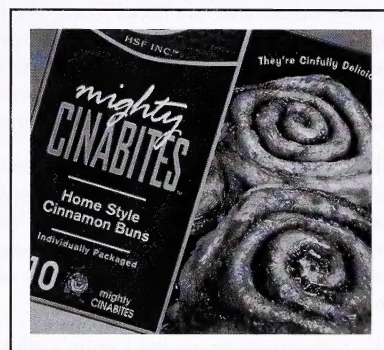
Lorea Ladner, bakery scientist at the Centre, worked with the Beaudettes on production, conversion of their recipe to a larger scale, labelling and packaging needs. "We learned so much at the Centre," Ron says. "We turned the corner because of them."

Heaven Scent continued to produce and freeze their buns in the Super Valu facility. Bob Myers, our technologist, assisted with packaging them in the Centre's pilot plant. By May 1997, they

were supplying 22 Super Valu stores, plus 15 Calgary Co-ops. They had outgrown the store bakery. "We had no storage and we were operating at full tilt," says Ron. So over the summer, Heaven Scent Foods Inc. halted production long enough to build their own plant.

Heaven Scent's St. Albert plant officially opened on December 13, 1997, with Lorea Ladner as a proud guest. Besides Ron and Connie, the company's executive includes Ron's brother, Anthony Beaudette, his fiancée Maj-Britt Herzog and Kevin Huculak.

"We still like mom's homemade cinnamon buns best of all," says Ron. "The closest our customers will come to tasting them are **Cinabites**." They are currently being sold in Calgary's Co-ops, Super Valu stores, the Old Strathcona Market and in summer, at the St. Albert market.



Cinabites are the closest to mom's homemade buns.

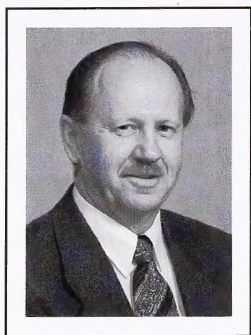
In This Issue

- Company Focus
- Branch Head
- What's New at the Centre
- Staff Focus

Alberta
AGRICULTURE, FOOD AND
RURAL DEVELOPMENT

March 1998

Branch Head



Ron Pettitt, Head Food Processing Development Centre

As we begin 1998, all of us at the Centre wish you a happy, productive and prosperous new year. If 1997 is any indication, this will be an exciting year for Alberta's food industry. The value of food and beverage shipments in 1997 was estimated at \$7.25 billion, a 14 per cent increase over 1995. This clear evidence of a dynamic and growing industry has a direct impact on the activities of our Food Processing Development Centre.

In July 1995, just after our 10th anniversary, I reported that over 120 companies used our services. That number has now doubled, along with the number of projects and products developed by our clients. Some new products on the market include fresh concentrated soups, buffalo burgers and jerky, samosas, meat pies, cinnamon buns, beef tsukudani, food grade adhesives, extruded legumes, specialty sauces and condiments.

We see a growing interest in totally new products, from some exotic livestock species like bison, ostrich and emu to designer products for people with specific dietary requirements such as diabetics and celiacs. There is a growing interest in nutraceuticals and functional foods. We have completed several small functional food projects over the past year and expect this area to grow as consumers become more aware of the health benefits of these foods. However, significant changes must be made to legislation in Canada and the USA before these foods can enjoy the growth potential we believe is possible.

The development of processed meat products continues to occupy the bulk of our time and we added a second meat scientist to our staff in 1996. We also noted an increasing interest in developing more value added crop products. We gained a cereal food scientist in 1997 and are now in the process of upgrading our baking and crop processing capabilities. Some of our new equipment is described later in this newsletter.

The opportunity to use the Centre's pilot plant as an interim processing facility has proven to be a popular service. It enables new food processors to develop and move into their own facilities. A few who have graduated over the past two years include Canyon Creek Soups, Heaven Scent Foods and Buffalo Brands. Several other companies (manufacturing somosas, meat pies and specialty foods) continue to operate their growing businesses from the Centre.

All of this translates into a rather crowded and active environment that we hope to improve upon in 1998. We look forward to another busy year and are confident that we can assist you in developing, building or improving upon your businesses. Contact any of our scientists and we will be happy to work with you.

What's New at the

People . . .

Dr. Kevin Swallow joined us in June 1997. He will investigate ways to use cereal crop components in processing technologies.

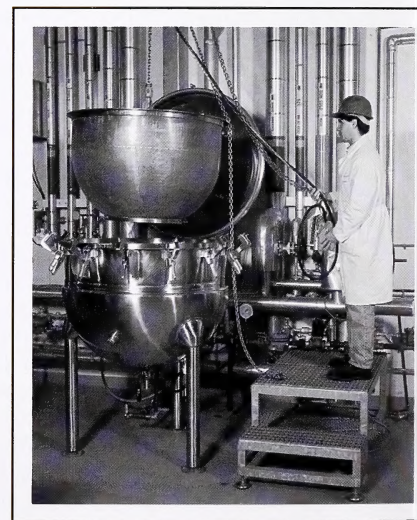
Dr. Jimmy Yao, our engineer, came to the Centre with a background in food engineering. He's been involved in equipment assembled and operating. He'll be developing design efficient process procedures.

Bob Gibson, our senior meat scientist, is taking over the role of **Susan Lutz**. She has been seconded to the Department of Nutritional Science at the University of Alberta. Bob is the co-ordinator for the new **Canadian Centre for Food Processing Technology**.

Equipment . . .

The Centre has equipment to handle just about anything. **Peter Davies**, our facilities manager, is always working to ensure our clients keep up with emerging technology. He is currently overseeing the installation of several new items.

- **The Carrier Fluidized Bed Dryer** is now in operation. It uses air flow "lifts" particles as if they were fluidized. It can dry particles at a rate of about 250 pounds per hour.



the Centre . . .

His role as cereal scientist is to
in new ways, and to develop new

the Centre in November with a strong
en busy getting some of our new
ll be working with staff and clients to

taking over as projects manager from **Dr.**
e Department of Agricultural, Food and
berta until September 1998. She is the
e of Food and Nutrition for Health.

about every aspect of food processing, but
ways on the lookout for equipment to help
ogy. Over the past few months, he's been
items.

ow installed in the dry processing area. The
fluid. It was designed to handle pea-sized
per hour.

*The Hamilton 600 L pressure kettle
has many applications.*

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- **The 600 L. Hamilton Pressure Kettle** has been installed for several months. Its large capacity makes it suitable for a number of applications, such as pressure cooking large roasts and processing jars.
- **The Drum Breader** has recently been added to the pieces most often used on the fry line. Its advantage is the uniformity of coating it provides to each food item.
- **The Baxter Rotating Rack Oven** is a state-of-the-art, computerized oven for bakery products, meats, and cook/chill applications. It provides even cooking, a large capacity and a steam system.

Services . . .

Post Processing - Point of Sale - Promotion Assistance

An effective way to build and hold market share for your product is to make sure your customers know how to use, store and handle it.

We are now able to offer post-processing assistance in the following areas:

- storage, cooking/heating information and recipes suitable for your packaging
- information for safe handling by customers at home
- recipe development for point-of-sale promotions, such as a tear-off shelf sheet, coupon, brochures, mail-outs or advertisements
- co-promotion recipes if you have a "partner product"
- information about nutrition advantages offered by your product

Recipes will be written in a standard Canadian format using metric or Imperial measures, or both.

Nutrition information will conform to labelling regulations.

The cost of this technical assistance is \$300 per day.



Staff Focus

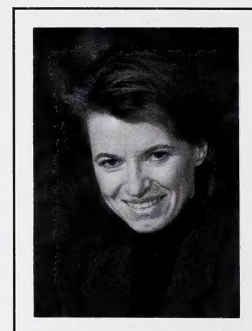
Staff Focus: Karen Erin, Sensory Evaluation

Karen Erin is a food scientist at the Food Processing Development Centre. She specializes in the area of sensory evaluation. She is also responsible for the co-ordination and implementation of sensory evaluation projects at the Centre, including consumer and laboratory panels. Karen conducts consumer panels to predict consumers' reactions to a product.

"Some panels may compare varying formulations of one developmental product," Karen explains, "while other panels compare the client's product to that of a competitor."

Laboratory panels perform discriminative and descriptive analyses. Karen explains that discriminative testing means that experienced or trained panelists look for perceptible differences between products that are involved in new ingredient and process trials or shelf life testing.

"Descriptive panels require extensive panel training and can help to identify experimental variables, either ingredient or process, that are responsible for specific characteristics of a product."



Karen Erin

Part of Karen's role is to train panels for this work. Selection of the correct test and panel, in conjunction with good experimental control/design and appropriate statistical analysis, can provide valuable information to food processors and scientists.

Karen assists with the department's "Taste of Success" program. It's aimed at increasing the knowledge and skills of rural food processors about product development, assessment and processing strategies. Although sensory evaluation projects keep her busy, Karen is also interested in product development and investigations into the quality and stability of oils and foods containing oilseed.

Karen received a B. HEc., Foods and Nutrition, and a M.Sc., Foods, from the University of Manitoba. Prior to coming to the Centre in 1994, Karen spent several years as a Research Associate at the University of Alberta. She conducted research projects on sensory and instrumental evaluations of foods, including the storage stability and frying performance of canola and flaxseed oils and the application of modified atmosphere packaging to the quality and storage stability of meat and fish. Karen also has several years of experience as a quality control supervisor and manager in the dairy industry.

So the next time you see a request for consumer panelists, remember that it's a very important part of the work done at the Centre. Participating is a simple way for you to contribute to the success of Alberta's value-added processing industry.

Food Processing Development Centre

Alberta Agriculture, Food and Rural Development

6309 - 45th Street

Leduc, Alberta

T9E 7C5

Phone: (403) 986-4793

Fax: (403) 986-5138